

# Collection of University Students with Perspective: The Functional Role of Social Media as a Tool for Character Education Development

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## ABSTRACT

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The goal of this study is to ascertain students' perceptions of the following comments: the crucial purpose that social media plays in fostering character education. This study used a qualitative methodology. The research used documentation and literature reviews as data collection methods. The acquired data was then subjected to descriptive and qualitative analysis. According to the study's findings, most students concur that social media may be a useful tool for character education and can help mold the personalities of students who are good at absorbing information. The purpose of social media in the growth of character education is to create honest, open, transparent, and brave personalities in a world where media is pervasive, and students are its main audience. Students are taught through character education to dare to share the truth of an occurrence on social media. Social media also has a role in developing traits like adaptability, honesty, tolerance, initiative, openness, assertiveness, and fearlessness. The study also offers strategies that educators might utilize to integrate social networks into character education. By requesting that students use their personal social media profiles to promote tolerance, character education on social media can be developed.

**Keywords:** Social Media, Development, Character, Education, Character Education